



Candidate Information

Position:	Online Visual Content Producer (Grade 6)
School/Department:	Marketing and Communications
Reference:	24/111866
Closing Date:	Monday 20 May 2024
Salary:	£32,024 - £36,744 per annum
Anticipated Interview Date:	Wednesday 5 June 2024
Duration:	Permanent - Full Time

JOB PURPOSE:

Working as part of the Creative marketing team within Strategic Marketing, the online visual content producer will be responsible for producing high quality and innovative videos, development of a supply of high-quality innovative, visual and moving content for campaigns and marketing materials which support the achievement of university objectives.

The post holder will be responsible for producing a combination of video, motion graphics and photography, appropriate for different audiences and digital channels across the University to help deliver a best-in-class user experience which supports the strategic objectives of the department.

MAJOR DUTIES:

1. Responsible for developing a steady supply of high-quality content to support Queen's marketing strategy for a variety of audiences. This will include a combination of video, motion graphics and virtual reality to drive campaign content and engagement.
2. Working with marketing colleagues, assist in the development and production of integrated, multi-channel digital campaigns and content plans.
3. Responsible for Video Production and editing including taking briefs, scripting, interviewing for film, planning a shoot, liaising with interviewees and sourcing venues.
4. Working along with Marketing Manager (Creative) for planning the day-to-day work of the video production team delivering a robust and client focused account management approach for the delivery of creative content, with reliable workload schedules to manage briefs and deliver outputs on time, to brief and on budget.
5. Working with external agencies for the production of high-quality video content.
6. Responsible for maintaining all rich media content through the University's content management and asset management systems. Part of this role will require an understanding of relevant technical issues and working with colleagues in Information Services.
7. Working with the Social Media Manager to develop innovative and engaging content to support social media channel objectives.
8. Working with the Digital Analyst to take insight from analytics and user journey testing to continuously review and improve content to improve performance, user experience and goal conversion.
9. Monitor new trends and techniques and develop new approaches as appropriate to ensure the University's communication objectives are delivered in an innovative and effective way.
10. Maintain brand and message consistency across all channels.
11. Provide support for key marketing and recruitment activities of the department.
12. Undertake other duties and responsibilities as required by the Head of Strategic Marketing and other senior colleagues.

ESSENTIAL CRITERIA:

1. Degree or equivalent in video production, multimedia design and production or digital marketing plus significant relevant experience in a visual content production role.
2. Candidates without this qualification with substantial relevant experience in a visual content production role at the appropriate level will also be considered.

3. Extensive demonstrable experience in video production and editing for use within digital channels or digital campaigns, to include scripting, planning a shoot, interviewing for film and innovative editing.
4. Proven track-record of developing successful and creative multi-channel digital communications campaigns.
5. Experience working with Adobe Creative Suite, video editing software and CMS systems.
6. Experience in shaping, planning and delivering online content for a wide range of audiences across multiple digital platforms.
7. Up to date practical experience of relevant software packages including Microsoft Office and Office 365 in a working environment.
8. Working knowledge of social media platforms and implementation within digital campaigns.
9. In-depth knowledge of current developments and trends affecting online media and digital technologies.
10. Excellent IT skills.
11. Ability to design and produce quality animations and multi-media interactive design.
12. Excellent verbal and written communication skills.
13. Ability to identify problems and suggest options for effective resolution and continuous improvement of services.
14. High levels of accuracy and attention to detail.
15. Ability to assess and organise resources, and plan and progress work activities/projects in the longer term, using initiative and judgment with limited recourse to managers.
16. Strong interpersonal and team-working skills, with ability to work with and motivate technical and non-technical employees.
17. Flexibility and ability to work irregular hours including evenings and weekends to meet project deadlines.

DESIRABLE CRITERIA:

1. Degree or higher level qualification in video production, multimedia design and production or digital marketing.
2. Experience of working in the higher education sector producing content for the target audience.
3. Experience of creating videos with viral potential.
4. Experience of shooting and editing voxpops.
5. An understanding of how new technologies can be used to support the development of web content.